

It All Adds Up To Cleaner Air Initiative
Seasonal Theme Program Materials: Summer

PRESS RELEASE TEMPLATE

Draft press release for use in promoting community involvement in the *It All Adds Up To Cleaner Air* Summer Theme Program.

FOR IMMEDIATE RELEASE

CONTACT: (spokesperson)
(phone number)

(Name of Organization) Kicks Off Summertime *It All Adds Up to Cleaner Air* Transportation and Clean Air Public Education Program

(City, date) — The (name of organization) kicked off its summer public education program today with the launch of the *It All Adds Up to Cleaner Air* initiative, a year-round public education program to focus attention on the simple things local residents can do to improve air quality and reduce traffic congestion. The program provides information and resources on actions that fit into busy schedules without major inconvenience, and which will reduce traffic congestion and improve air quality.

The program emphasizes several key messages for motorists to keep in mind when they're heading out on the road this summer, including:

- Refuel when it's cool
- Don't top off your gasoline tank
- Use less gas:
 - > maintain your car
 - > don't idle
 - > keep your tires properly inflated
 - > consider buying or renting a low-emission and fuel-efficient car

Insert a quote from a local program spokesperson that stresses the environmental benefits and cost savings of using less gas and refueling when it's cool, and the importance of the public's participation. For example: "Summertime is a good time to begin practicing those clean air and transportation habits that can make a real difference year-round. Whether you're heading off to the beach for the weekend or just running errands around town, it's important to remember to refuel when it's cool and refrain

from topping off the tank. And if you maintain your car and keep your tires properly inflated, you'll save gas and reduce air pollution," said (name of spokesperson, title, organization). "By participating in the It All Adds Up To Cleaner Air program, we are reminding local residents that helping to reduce traffic congestion is simple to do and it has a big payoff in an improved quality of life for everyone in (name of community)."

Community activities in support of the *It All Adds Up To Cleaner Air* program will include (see Event/Activity Suggestions for ideas). For more information about how you can support the program, or how your organization can join the (name of your coalition), please call (name, phone number).

While the summertime program is a local, community-based effort, it is part of a national transportation and air quality initiative sponsored by the U.S. Department of Transportation and the U.S. Environmental Protection Agency, called *It All Adds Up To Cleaner Air*. This program informs the public about the connection between their transportation choices, traffic congestion and air pollution, and emphasizes simple, convenient actions people can take to improve air quality and reduce congestion.

For more information about the *It All Adds Up To Cleaner Air* summer program activities in (name of community), please contact (name, phone number, e-mail of contact person) or visit the Web site at (list URL here).

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